

WHAT IS CLAIMED IS:

1. An apparatus for securing a floor covering to an underlying substrate, the apparatus comprising:
  - a button-like central base member adapted to be placed between the floor covering and the underlying substrate;
  - the central base member having an upper surface thereof adapted for engaging the floor covering, and a lower surface thereof adapted for attachment to the substrate.
2. The apparatus of claim 1, wherein at least one of the upper and lower surfaces includes one or more spikes extending therefrom, with at least one of the one or more spikes having one or more barbs extending therefrom for engaging at least one of the floor covering or the underlying substrate.
3. The apparatus of claim 1, wherein the underlying substrate includes a layer of pile extending upward from a backing, and the lower surface of the central base member includes one or more downwardly extending spikes that are adapted to pass through the layer of pile and engage the backing of the underlying substrate.
4. The apparatus of claim 3, wherein the upper surface of the central base member includes a plurality of upwardly extending spikes that are adapted to engage the floor covering.
5. The apparatus of claim 3, wherein the upper surface of the central base member includes an adhesive for bonding a lower surface of the floor covering to the upper surface of the central base member.
6. The apparatus of claim 5, wherein the adhesive is covered by a removable protective membrane, that is that is peeled off to expose the adhesive for attachment to the lower surface of the floor covering.
7. The apparatus of claim 6, further comprising:
  - a plurality of hooks extending upward from the upper surface of the central base member; and
  - an anchor tab having a lower surface thereof including a plurality of mating hooks for engaging the hooks extending from the upper surface of the central base member,

and an upper surface thereof including an adhesive for attachment of the anchor tab to the lower surface of the floor covering.

8. The apparatus of claim 7, further comprising a removable protective membrane covering the adhesive on the anchor tab, that is that is peeled off to expose the adhesive for attachment to the lower surface of the floor covering.

9. The apparatus of claim 3, wherein at least one of the one or more downwardly extending spikes is adapted for penetrating completely through the backing of the underlying substrate.

10. The apparatus of claim 9, wherein the upper surface of the central base member includes a plurality of upwardly extending spikes that are adapted to engage the floor covering.

11. The apparatus of claim 9, wherein the backing of the underlying substrate defines a lower surface thereof, and at least one of the one or more downwardly extending spikes includes a barb at a distal end thereof for engaging the lower surface of the backing of the underlying substrate.

12. The apparatus of claim 11, wherein the upper surface of the central base member includes a plurality of upwardly extending spikes that are adapted to engage the floor covering

13. The apparatus of claim 11, wherein the upper surface of the central base member includes an adhesive for bonding a lower surface of the floor covering to the upper surface of the central base member.

14. The apparatus of claim 11, wherein the adhesive is covered by a removable protective membrane, that is that is peeled off to expose the adhesive for attachment to the lower surface of the floor covering.

15. The apparatus of claim 14, further comprising:  
a plurality of hooks extending upward from the upper surface of the central base member; and

an anchor tab having a lower surface thereof including a plurality of mating hooks for engaging the hooks extending from the upper surface of the central base member, and an upper surface thereof including an adhesive for attachment of the anchor tab to the lower surface of the floor covering.

16. The apparatus of claim 15, further comprising a removable protective membrane covering the adhesive on the anchor tab, that is peeled off to expose the adhesive for attachment of the anchor tab to the lower surface of the floor covering.

17. The apparatus of claim 9, wherein the backing of the underlying substrate defines a lower surface thereof, and the apparatus further comprises a single downwardly extending spike having a thread on an outer surface thereof for threadably engaging the lower surface of the backing of the underlying substrate.

18. The apparatus of claim 17, wherein the upper surface of the central base member includes a plurality of upwardly extending spikes that are adapted to engage the floor covering.

19. The apparatus of claim 17, wherein the upper surface of the central base member includes an adhesive for bonding a lower surface of the floor covering to the upper surface of the central base member.

20. The apparatus of claim 17, wherein the adhesive is covered by a removable protective membrane, that is peeled off to expose the adhesive for attachment of the anchor tab to the lower surface of the floor covering.

21. The apparatus of claim 17, further comprising:  
a plurality of hooks extending upward from the upper surface of the central base member; and  
an anchor tab having a lower surface thereof including a plurality of mating hooks for engaging the hooks extending from the upper surface of the central base member, and an upper surface thereof including an adhesive for attachment of the anchor tab to the lower surface of the floor covering.

22. The apparatus of claim 21, further comprising a removable protective membrane covering the adhesive on the anchor tab, that is that is peeled off to expose the adhesive for attachment to the lower surface of the floor covering.

23. The apparatus of claim 1, wherein the underlying substrate is a smooth surface, and the lower surface of the central base member includes an adhesive for attaching the apparatus to the underlying substrate.

24. The apparatus of claim 23, further comprising a removable protective membrane covering the adhesive on the lower surface of the central base member, that is that is peeled off to expose the adhesive for attachment of the apparatus to the underlying substrate.

25. The apparatus of claim 23, wherein the upper surface of the central base member includes a plurality of upwardly extending spikes that are adapted to engage the floor covering.

26. The apparatus of claim 23, wherein the upper surface of the central base member includes an adhesive for bonding a lower surface of the floor covering to the upper surface of the central base member.

27. The apparatus of claim 26, wherein the adhesive is covered by a removable protective membrane, that is peeled off to expose the adhesive for attachment of the anchor tab to the lower surface of the floor covering.

28. The apparatus of claim 23, further comprising:  
a plurality of hooks extending upward from the upper surface of the central base member; and  
an anchor tab having a lower surface thereof including a plurality of mating hooks for engaging the hooks extending from the upper surface of the central base member, and an upper surface thereof including an adhesive for attachment of the anchor tab to the lower surface of the floor covering.

29. The apparatus of claim 28, further comprising a removable protective membrane, covering the adhesive on the anchor tab, that is peeled off to expose the adhesive for attachment to the lower surface of the floor covering.

30. An apparatus for securing a rug to an underlying carpet having a pile layer extending upward from a backing defining a lower surface thereof, the apparatus comprising:

a button-like central base member adapted to be placed between the rug and the underlying carpet;

the central base member having an upper surface thereof adapted for engaging the rug, and a single downwardly extending spike is adapted for penetrating completely through the pile layer and backing of the carpet and engaging the lower surface of the backing, to thereby fixedly attach the apparatus to the underlying carpet.

31. The apparatus of claim 30, wherein the downwardly extending spike includes a barb at a distal end thereof for engaging the lower surface of the backing of the carpet.

32. The apparatus of claim 30, wherein the downwardly extending spike includes a thread on an outer surface thereof for threadably engaging the lower surface of the backing of the underlying substrate.

33. The apparatus of claim 32, further comprising, one or more gripping elements for grasping and applying torque to the apparatus, to thereby facilitate threadably screwing the apparatus into the backing of the carpet.

34. The apparatus of claim 33, wherein the button-like central base member includes one or more torque receiving elements for applying torque to the apparatus, to thereby facilitate threadably screwing the apparatus into the backing of the carpet.